



Media/Marketing Officer – version 1.0 inc.

Location: Carriageworks, Eveleigh (Sydney) NSW

Role: Media/Marketing Officer

Salary: \$49,000 (pro rata 0.5 FTE) plus superannuation and leave loading

Application closing date: Friday 23 December 2011

Commencement of Employment: 30 January 2012 or by negotiation

version 1.0 inc is looking for a Media/Marketing Officer to join its small, dynamic team.

Sydney-based version 1.0 is an ensemble of artists who make performance through collaboration, investigating and also enacting democracy. We make devised performances that are both political and intensely personal, based on strong research, and that engage with significant political and social issues using innovative theatrical strategies. version 1.0 is acclaimed in Australia for our innovative, accessible, and entertaining blend of documentary theatre, contemporary performance, and media spectacle. Previous performance works includes the widely acclaimed *The Table of Knowledge* (2011), *The Disappearances Project*, (2011), *seven kilometres north-east* (2010), the Green Room Award-winning *The Bougainville Photoplay Project* (2008-2011), the Helpmann Award-winning *THIS KIND OF RUCKUS* (2009-2010), the Drovers Award-winning *Deeply offensive and utterly untrue* (2007-2009), *The Wages of Spin* (2005-2006), and *CMI (A Certain Maritime Incident)* (2004).

Founded in 1998, version 1.0 was granted Key Organisation status by the Theatre Board of the Australia Council in 2009. version 1.0 is currently triennially funded (2012-2014) by both the Australia Council and Arts NSW.

Media/Marketing Officer

The role of Media/Marketing Officer at version 1.0 requires the following skills and experience.

Essential selection criteria:

- Demonstrated experience in conceiving, implementing and evaluating successful marketing and communications strategies in an arts company;
- Demonstrated experience in writing and producing media releases, e-newsletters and other promotional material for print and web;
- Demonstrated experience in promoting theatrical or other performing

arts productions;

- Demonstrated knowledge of web and social media communications strategies;
- Experience in, and understanding of, the theatre industry in Australia;
- Strong interpersonal, networking and negotiation skills;
- Ability to work autonomously and as part of a team;
- Experience with managing databases;
- Strong attention to detail

Desirable selection criteria:

- A tertiary degree in Marketing and Communications and/or Public Relations;
- Proficiency with web design and desktop publishing software (Adobe InDesign)
- Graphic design experience;
- Experience in formulating and monitoring budgets.

Submitting your application

Please include the following with your application:

- A cover letter (maximum 3 pages) addressing the selection criteria
- Your CV (maximum 2 pages)
- Telephone contact details for two references
- A maximum of 3 examples of past graphic design, promotional writing or other relevant work, eg media releases, promotional material, websites.

Please email your application to:

Jocelyn Payne
General Manager, version 1.0 inc
jocelyn@versiononepointzero.com
Or mail to:
PO Box 3035
Redfern NSW 2016

Media/Marketing Officer – version 1.0 inc.

Position Description

The Media/Marketing Officer is responsible for developing and implementing version 1.0 inc's (V1.0) Marketing Plan, assisting presenter partners in the promotion of V1.0's artistic projects, the development and implementation of audience and market development strategies, and the promotion of, and advocacy for V1.0 at arts industry and other marketing events.

Key Accountabilities

The Media/Marketing Officer, in the activity of their duties, will be accountable to the CEO.

Duties

- Oversee the delivery of the Marketing Plan, assisted by the CEO, General Manager, Company Artists and Committee of Management.
- With the CEO and General Manager, contribute to the ongoing evaluation of the Marketing Plan.
- Work with the CEO and General Manager to develop and manage V1.0's media and marketing budgets
- Develop and maintain relationships with major print media outlets, radio and television broadcasters to market V1.0's productions.
- Liaise with project partners to capitalise on their advertising and marketing opportunities.
- Generate media releases, and work with the General Manager and Development Manager to coordinate the design, print and distribution of all other marketing materials.
- Promote and distribute V1.0 publications, DVDs and other merchandise.
- Work with the CEO, General Manager, and Producer in extending, innovating and re-branding V1.0's program to attract new project partners, new artists, new audiences and new supporters.
- Act as an advocate for V1.0 when dealing with the media, funding bodies, sponsors, general public and audiences.
- Develop and maintain V1.0 audience databases and mailing lists, and oversee the regular distribution of promotional material to these lists.
- Prepare the writing, editing and distribution of the monthly e-news in conjunction with the General Manager
- Attend industry marketing events to promote the work of V1.0.
- In conjunction with the General Manager and the CEO, oversee the management of the V1.0 website, ensuring that its content remains up-to-date.
- Coordinate V1.0's social media strategy and initiatives.
- Ensure records of activity and archives of publicity materials and reviews are kept up to date.

- Assist the General Manager and CEO with advice and general tasks that may arise from day to day.

Legal and Governance

- Work with the CEO and General Manager to ensure that all legal responsibilities are upheld and met including, but not limited to, advertising contracts, copyright requirements, and permission for the use of artists' images in publication.
- Provide the Committee of Management with all relevant information, suggestions and recommendations in order to support decision-making in collaboration with the CEO.

Terms of Employment

Remuneration

Commencing late January 2012, the Media/Marketing Officer will be a 0.5 FTE position, entailing approximately 19 hrs per week. The precise hours worked will be dictated by the company's annual schedule of activities. This is a one-year position (2012), with the possibility of extension, pending funding renewal and Committee approval. An occupant of the position is subject to a 3-month probationary period.

The rate of pay in 2011 is \$49,000 (pro rata) plus super, with CPI-based wage increases of 3% per annum.

version 1.0 organisational chart

